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# CAPE MAY



CHRISTMAS IN CAPE MAY

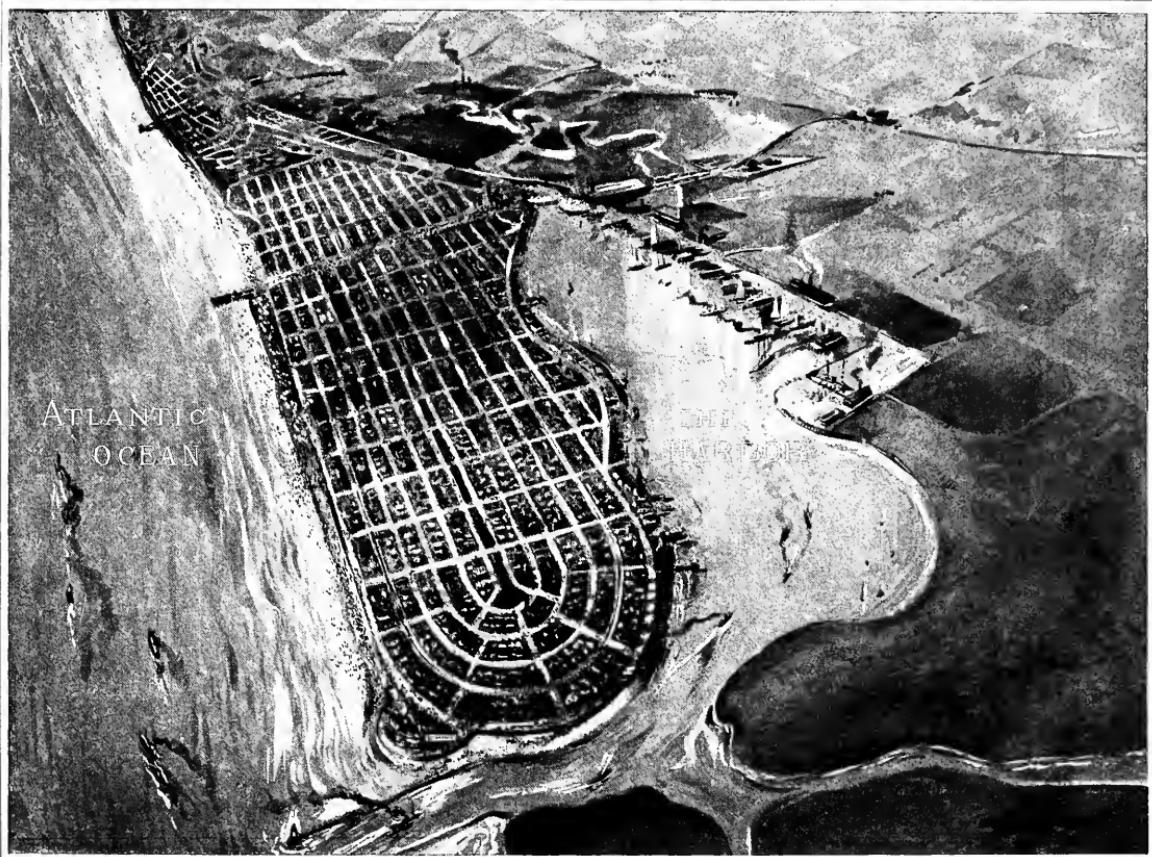


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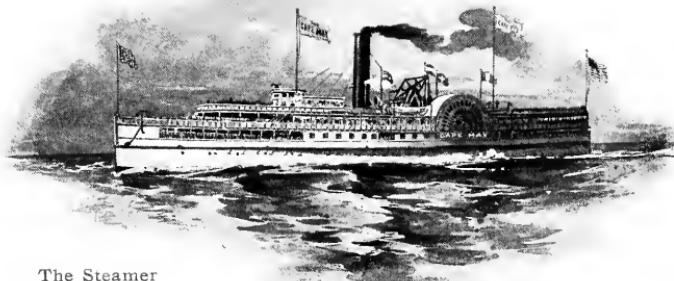






ATLANTIC  
OCEAN

BIRD'S-EYE VIEW OF OLD AND NEW CAPE MAY



The Steamer  
"Cape May"

A pleasant way to reach Cape May daily from Philadelphia. A hundred-mile sail down the Delaware River and Bay to the broad Atlantic. The steamer leaves Philadelphia, foot of Chestnut Street, 7.30 a. m. Returning leaves Cape May 3.15 p. m.



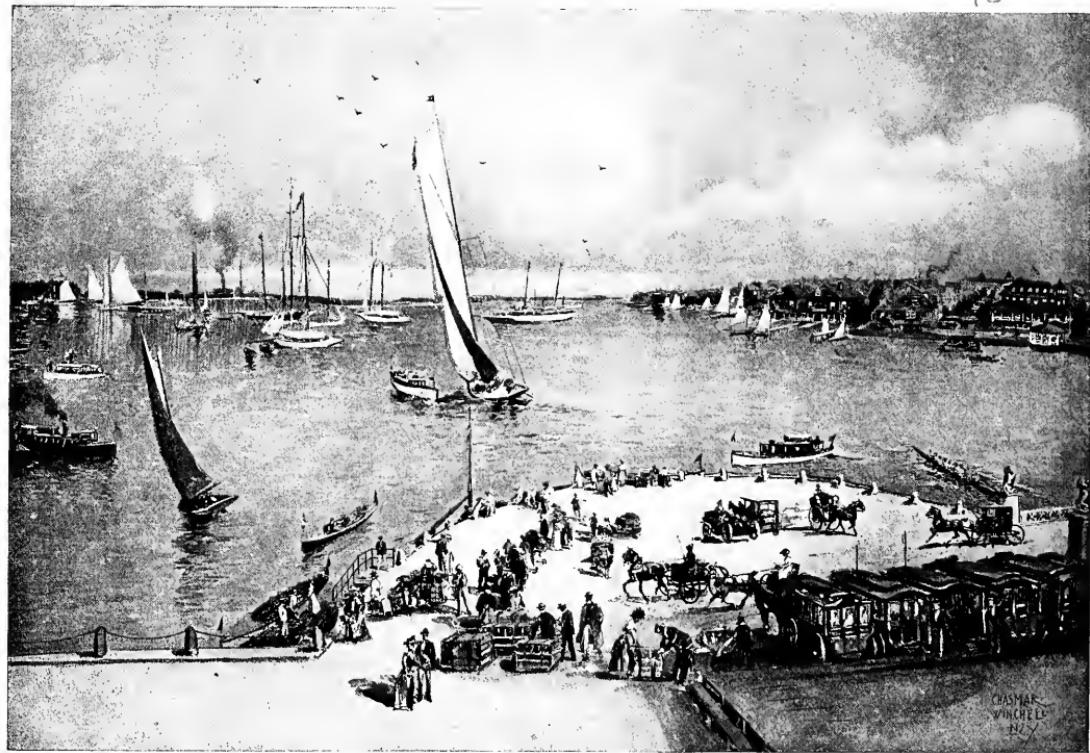
## CAPE MAY NEW JERSEY

BY NATURE AND IMPROVEMENT UN-  
SURPASSED AS A SEASIDE RESORT.  
25,000,000 OF THE POPULATION OF THE  
UNITED STATES LIVE WITHIN 300  
MILES OF CAPE MAY  
IMPROVEMENTS BEING MADE AT NEW  
CAPE MAY ARE OF SUCH A CHARACTER  
AS TO INTEREST HOMESEEKERS AND  
INVESTORS ON THE OUTLOOK FOR THE  
MOST DESIRABLE PROPERTY ON THE  
NEW JERSEY COAST  
NEW CAPE MAY IS A PROPOSITION  
WELL WORTH INVESTIGATING. THIS  
BOOKLET WILL ASSIST YOU — POINT  
THE WAY TO WEALTH, HEALTH AND  
RECREATION

CAPE MAY REAL ESTATE COMPANY  
101 ARCADE BUILDING, PHILADELPHIA, PA.



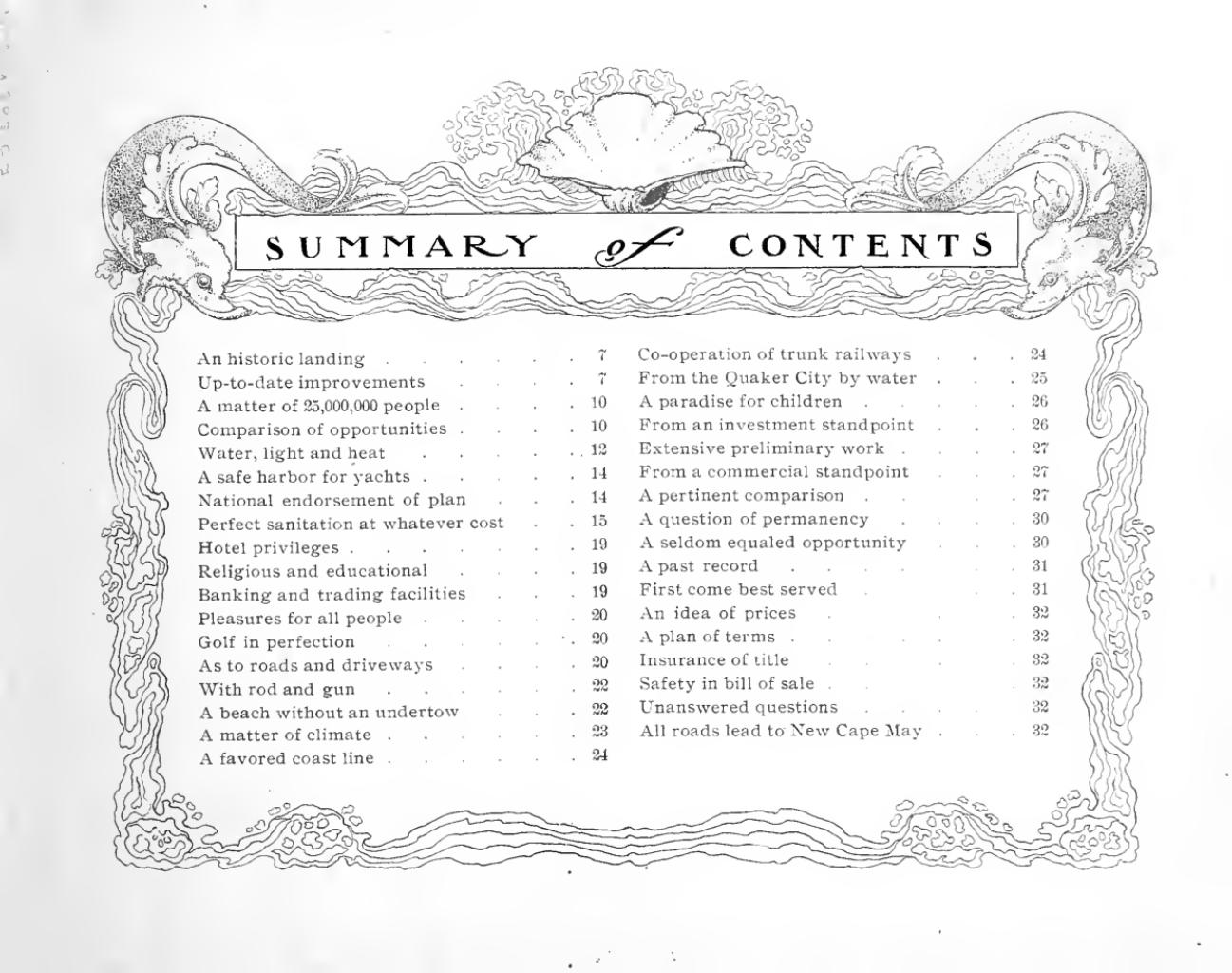
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PROSPECTIVE NEW CAPE MAY—THE HARBOR

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PROSPECTIVE NEW CAPE MAY—THE BEACH



## I S T O R I C C A P E M A Y

In 1620, Captain Cornelius Jacobsen May, in the "Blyde Boodschap" or "Glad Tidings," landed at Cape May. So charmed was he with this place that he conferred upon it his own name. The fame of Cape May spread, until in 1851 it became a city. Half a century earlier it was already famous as a seaside resort to and from which Philadelphians travelled by carriage.

For many years the leaders of society have shown their preference for this ideal resort. Here, year after year, representatives of the most eminent families have found recreation and pleasure away from the hurly-burly of less exclusive resorts. They have enjoyed to the full the balmy atmosphere, the peerless beach and unexcelled bathing, as well as the rural beauty of the inland, for unlike the usual seashore resorts, the country hereabouts is heavily wooded.

**Up-to-date Improvements.**—The Cape May Real Estate Company, realizing the possibilities of the resort, has decided to emphasize the old-time popularity of Cape May by providing up-to-date facilities, and the improvement of the property adjacent to the present city, but within its corporate limits.

These improvements are on a scale so extensive and so complete, as to

attract and invite those who desire to spend some portion of each year, or all the twelve months, within sight and sound of Old Ocean, and yet not too far removed from the great cities, thus enabling the busy man to have his family at the seashore at a point where he can, in comfort, reach them daily, and still keep in constant touch with his business.

To those who are not slaves to their business, Cape May offers still greater attractions. Here will be found abundant choice of property on which to erect a home and enjoy all the pleasures of an unsurpassed seaside resort, *entirely free from all objectionable features*. The real estate investor, too, will find substantial reasons for investing in property here.

Cape May possesses natural attractions not to be found at any other seaside resort in the world. Yes, it's a bold assertion, but true. To these natural attractions will be added all the utilities, all the embellishments which modern enterprise and abundant financial resources can secure.

**A New Cape May.**—Great and concerted effort and a very liberal expenditure of money were necessary to make Cape May the one conspicuous and in every sense complete seaside resort. To do this work, to seize the possibilities and make the most of them, the Cape May Real Estate Company was organized. Its members are thoroughly experienced in the real estate world—they are the builders of towns and cities. In one instance they began work in a wheat field and completed in less than a year a city of ten thousand inhabitants, in which they had built over one thousand houses.

As to the company's responsibility—men back of it are individually worth millions of dollars. They have already expended over a million dollars in this Cape May project, thus conclusively showing their abundant faith in it.



A GROUP OF CAPE MAY RESIDENCES

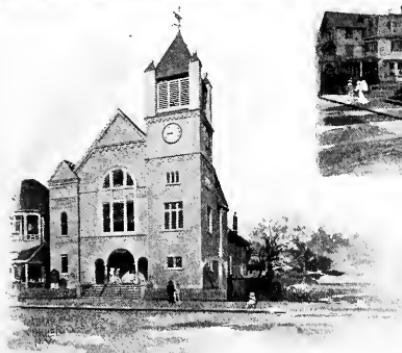
In the preliminary investigations of the proposition the projectors were duly impressed with the fact that within 300 miles of Cape May is to be found nearly one-third of the population of the United States, *a matter of over 25,000,000 people*, within easy access of the advantages which are offered by this unique resort.

Practically all the available building sites in the older part of Cape May have been utilized, but there is a constant and growing demand for modern cottages and up-to-date hotels, in addition to those now in the city.

Just east of the built-up section, and held by various owners, there was a tract of unimproved land, extending three miles along the beach to Sewell's Point, and about a mile inland, comprising about 2,000 acres. This property the Cape May Real Estate Company bought, and under the directions of the most competent landscape engineers at once proceeded to lay out about 7,500 building sites, so plotted that from nearly every residence and hotel there is an ocean or lake view.

Streets are from 50 to 200 feet wide, the beach boulevard and boardwalk 102 feet wide. A park plot 200 feet wide bisects the tract on a line parallel with the ocean. Streets are being graded and sewered and granolithic pavements and curbs are being placed.

Millions of dollars are being spent here for improvements that will give to the property values far in excess of what can be attained in other resorts where comparatively little attention is paid to proper and sanitary layout and embellishment of the grounds. Notwithstanding this large expenditure of money, the sale of lots has begun at prices which ruled in Atlantic City and other resorts before property began to make fortunes for the early owners. Here's a hint that should lead to wealth for many.



A GROUP OF CAPE MAY CHURCHES

Nothing has been left to chance here. There is system, there is order; there is every precaution favoring absolutely healthful conditions, and thus assuring the most ample returns to those who invest their money here. Some resorts have grown after the style of patchwork. The mistakes made elsewhere have been avoided here.

**Residences and Hotels.**—Palatial residences, comfortable cottages and up-to-date hotels will be erected for all-the-year-round residents and for the accommodation of transient visitors.

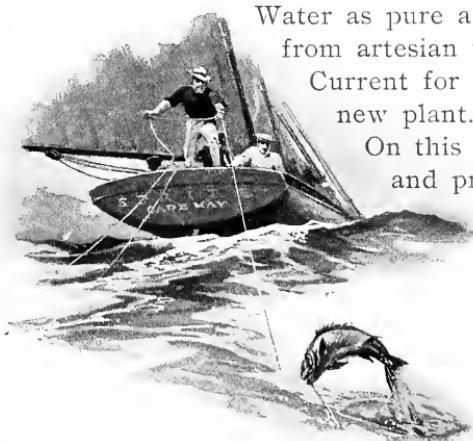
At present there are about forty hotels and boarding houses at Cape May, accommodating upwards of six thousand people. The proposed increased hotel facilities will amply supplement present accommodations and will include baths, bathing pavilions and most complete sanitary arrangements.

Water as pure as it is abundant is supplied through the city mains from artesian wells located some distance inland.

Current for electric lighting will be supplied by the company's new plant. Gas will also be furnished.

On this site will arise a new, superb city, joined to the old, and provided with every improvement.

In full view of the ocean, within a few steps of its sand-tiled floor, on which sweep gentle billows and foam-capped breakers, and with invigorating or cooling breezes from the Mighty Deep—*truly, here will care be banished and pleasure be unrestrained.*

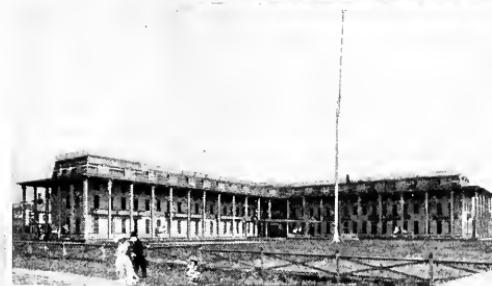




Ebbitt House



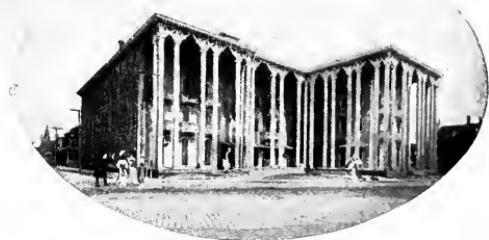
Windsor Hotel



Congress Hall



Stockton Hotel



Lafayette Hotel

**Harbor of Refuge.**—“Grand!” “Magnificent!” “An absolute necessity!” These are some of the exclamations of those who have carefully investigated the Harbor of Refuge which is being constructed by the Cape May Real Estate Company on its property at Sewell's Point. About 500 acres are devoted to this harbor or lake, which marks the course of Cold Spring Inlet, an arm of the sea. The company has had constructed, at a cost of \$130,000, a huge modern dredge which is used in this operation. The harbor entrance from the sea, 700 feet wide, protected by strong jetties projecting on both sides 5,000 feet into the ocean, will permit vessels drawing about 25 feet of water to enter at any state of the tide and anchor out of danger of fiercest gales. Yachtsmen, pilots and vessel owners generally, appreciate the utility of this harbor.

The surveys and plans were made under the personal supervision of the United States Engineers' office of this district.

Government officials and representatives in Congress from this district have interested themselves to secure Government aid to maintain this land-locked harbor, which is the only one between Sandy Hook and the Delaware Breakwater.

Pleasure craft, yachts and sailboats will dot the surface of this splendid lake, forming a magnificent picture of wide extent.

The beach boulevard will extend along the southeasterly side of the harbor and fronting thereon will be attractive cottages, handsome residences and hotels, with yacht club houses an early probability.



A matter of great usefulness in connection with this harbor will be the maintenance of a marine railway, or dry-dock, and a supply station where freshwater, coal and provisions may be secured.

Some idea of the improvements under way and projected may be gained from the accompanying illustrations.

**Along the Beach Front.**—By an agreement between the municipality of Cape May and the Cape May Real Estate Company, the present beach boulevard and boardwalk are being extended along the entire beach front of the company's property, and a protecting sea-wall is being built, at a cost of \$150,000.

An electric railway, owned and operated by the Philadelphia & Reading Railway Company, skirts the beach front from Sewell's Point to Cape May Point, a distance of six miles, the "Cape May" steamboat landing being at the latter place, where a large building is at the disposal of the passengers for the purposes of refreshment, amusements, etc. Public and private dining rooms are provided in this building and in another of a similar nature at Sewell's Point.

**United States Life Saving Station.**—The United States Government maintains a life saving station on the beach, surrounded by the company's property. An efficient detail is on duty every hour of the twenty-four, ever ready to go to the assistance of those in distress.

**A Most Complete Sewerage System.**—The proper and efficient disposal of the sewage of a city is of vital and inestimable importance to the people. The \$235,000 expenditure, being made jointly by the city of Cape May and the Cape May Real Estate Company, includes the cost of the installation of the





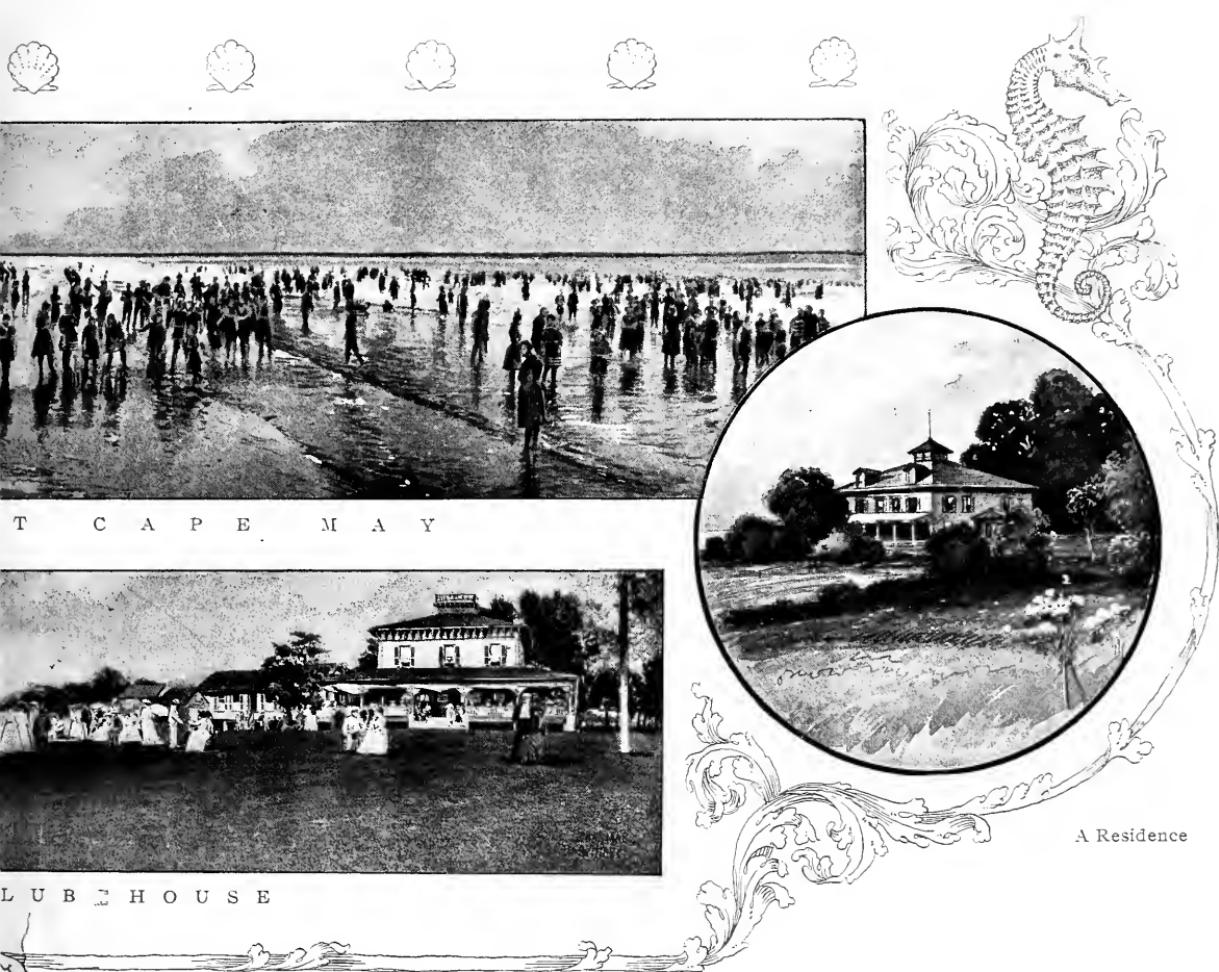
The Iron Pier



T H E B E A C H



T H E G O L F



most complete sewerage system that can be devised. A sewage disposal plant has been established with a central pumping station, with two pumps capable of discharging 6,000 gallons a minute. All the sewage from the company's property, as well as of Cape May proper, drains into a basin and is pumped through cast-iron pipes 20,000 feet (five miles away) into Delaware Bay, whence it passes out to sea without contaminating the atmosphere or befouling the beach front.

There will be no sub-soil drainage, and none of the sewage on the company's tract will go into surrounding waterways.

The Washington Avenue summit is at an elevation affording admirable natural drainage.

**In Authority.**—A Mayor and City Council, minor officials, and an efficient police force constitute the City Government. Thomas W. Millet is Mayor; Francis K. Duke, Alderman; John W. Thompson, Recorder; Isaac H. Smith, Treasurer; J. Henry Edmunds, Collector of Taxes. The City Council has nine members: John Halpin, President; Horatio Church, Joseph Hand, F. Sidney Townsend, James J.

Doak, T. Maskel Sharp, James Taylor, Louis E. Sayer and L. E. Miller.

Judge Richard T. Miller is Solicitor. William Farrow is Chief of Police.



These officials are progressive men of affairs, all interested in the development of Cape May, and in making it the most desirable place to visit or for permanent residence. The economical management of the municipal business assures an equitable tax rate.

This is the only place where the two-season license system prevails, hotels here being able to procure licenses for summer or winter, as may be desired.

The Fire Department is equipped with up-to-date apparatus, the latest type of engines recently having been installed.

**Churches and Schools.**—At Cape May are ten churches: Episcopal, Presbyterian, Baptist, Roman Catholic and Methodist Episcopal. Illustrations are shown of some of them on page 11.

“Par excellence” is stamped upon the public school system of Cape May. The “Approved High School,” for which a handsome and well-appointed building is provided, is centrally located and is carefully graded. Thirteen teachers are employed, and every branch necessary to prepare students for the State Normal School is thoroughly taught. A department of manual training is an important feature of the school system.

**Banks and Stores.**—A National Bank and the Cape May Trust Company provide banking facilities and safety deposit vaults.

Stores and markets, centrally located, supply the needs of the people.

**Newspapers.**—Three newspapers are published at Cape May: The *Star of the Cape*, Aaron W. Hand, general manager; *Cape May Wave*, J. Henry Edmunds, proprietor and publisher; and the *Cape May Herald*, Lewis T. Stevens, editor and publisher.

The *Star* and the *Wave* publish daily editions, containing all the local news, during July and August, and weekly editions during other months of the year.

The three papers are thoroughly devoted to the advancement of the interests of Cape May and its citizens, and the welfare of its thousands of visitors, and are conducted along up-to-date lines.

**Fresh from Farm and Dairy.**—New Jersey farms are perfect cornucopias of plenty. Finest vegetables, berries and fruits, including the luscious Jersey peach, are grown in the rich agricultural district just over the northern boundary of Cape May.

Hotels and families secure the products of these farms in the freshest condition and of the very choicest quality at lowest cost. From nearby dairies the purest and richest milk and cream and gilt-edged butter are supplied.

New Jersey is famed for its manufacture of light wines, the juicy grape being extensively grown and converted into wine, or its juices preserved in their natural flavor.

**For Recreation and Pleasure.**—All forms of innocent amusement may be enjoyed here—the usual social functions at hotels and cottages, golf, tennis, rowing, boating, hunting and fishing in season. For the children there are merry-go-rounds, entertainments on the pier, etc. The city maintains a band of first-class musicians, and during the season their concerts are pleasant incidents of shore life.

Then there is the Cape May Baseball Club, one of the best amateur organizations in the Eastern States.

**Golfing.**—The Cape May Golf Club is said by experts to have the finest links in New Jersey, on grounds comprising about sixty acres, splendidly laid out and kept. The putting greens are especially admired. Many charming social affairs take place in the handsomely appointed club house or on the surrounding greensward. The club is easy of access from all hotels and cottages and is the daytime casino of Cape May.

**Drives.**—The drives through the country adjacent to the city are superb. For miles and miles there are level stretches of sand-gravelled roads through

Public  
School



City Hall



Washington Street Looking West

Trust Company

charming rural scenery. They dry quickly after a heavy rainfall, and are kept in best possible condition at all times. Owners of teams and automobiles thoroughly appreciate these drives.

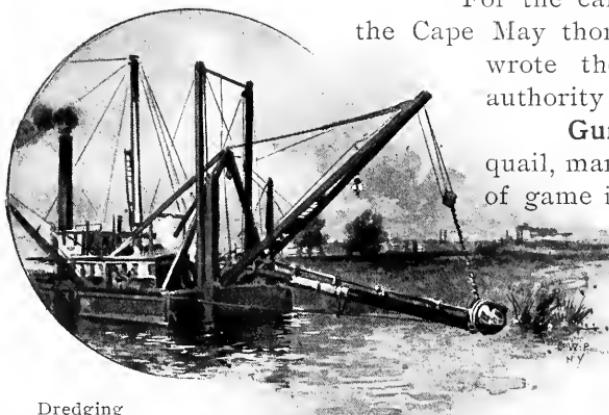
**Fishing.**—Here the disciples of Isaak Walton find their Mecca, for in the waters hereabouts do fish in endless variety abound. The amateur or the expert angler here may make tests of skill on the flounder, tautog, blackfish, weakfish, bluefish, kingfish or hake, Spanish mackerel, sheepshead, drum, porgy, or, most-liked of all, the "Cape May goody."

From earliest times the very best fishing has been found along this shore and inland. Crabs and all varieties of shell fish are found here, including the succulent oyster of the Maurice Cove variety, also the famous Cape May salts, the latter at their best in the summer season.

"For the earliest fishing on the Jersey coast, go to the Cape May thoroughfares about the middle of May," wrote the late A. M. Spangler, an eminent authority on fishing.

**Gunning.**—Plover, snipe, duck, geese, quail, marlin, mud-hen, millet and other varieties of game invite the sportsman to tests of skill on the meadows and marshes; or a yacht and guide may be secured, and a cruise made along the coast for aquatic game.

**Bathing.**—"The finest beach in the world" is a phrase so oft-repeated with reference to the Cape



Dredging

May beach, that it has come to be regarded as authoritative. Surf bathing is unexcelled — none so good anywhere. No holes or gullies here to endanger life, and there is no undertow.

Children are in perfect transports of delight on this beach, and their parents are warranted in feeling assured of their safety.

**Boating and Sailing.**— Along the coast, on Delaware Bay or in the inlets, boating and sailing may be enjoyed. About one hundred yachts and boats are owned by private individuals. Sail boats, naphtha, steam and electric launches will be for hire in the Harbor of Refuge. Yachting will be a more popular diversion at Cape May than at any previous time.

**Climate which Charms.**— The all-the-year round climatic conditions of Cape May are, indeed, delightful and extremely healthful. Official Government records sustain the assertion that Cape May is cooler in summer and warmer in winter than any other resort on the New Jersey Coast. The Gulf Stream being nearer to Cape May than to other coast resorts is largely responsible for a more favorably tempered climate. Then, too, Cape May is more than three-fourths surrounded by water, the other portion being mainland, some portions being wooded, and affording a shelter from the cold winter winds from the north.

Physicians say that the pine woods have a health-giving effect. Balmy breezes bring comfort and vigor to Cape May dwellers and visitors throughout the year, even the coldest days of winter being tempered and enjoyable.

Reference to the map will show that Cape May, which is farther south than the District of Columbia, is favored by the coast-line formation which

diverts disagreeable and dangerous northeast storms, so that they pass out to sea without striking Cape May to any considerable extent.

**Conducive to Health.**—Even physicians are proud of the healthful conditions of Cape May. Frequently they recommend that delicate children be brought here, the health-giving atmosphere being decidedly beneficial. Dreaded diseases are rarely known at Cape May, as the best sanitary precautions are taken to insure healthful conditions.

Earth, air, sea and sky here combine for the preservation or restoration of health and the prolongation of life. Here are elements which contribute in the highest degree to rest, recreation and recuperation. It is not marked as a resort for invalids, but for those who enjoy good health and seek to retain it, and for families who desire that their children shall have the most healthful surroundings.

**Railroads Co-operating.**—The Pennsylvania and the Philadelphia and Reading Railroads are lending every aid and encouragement to the projectors of this enterprise. They fully appreciate what it means. The roadbeds on both

lines have been renewed, the Pennsylvania putting down 100-pound rails, in order that they may use their fastest (No. 1) type of engines to bring people to Cape

May within one hour and a half (better time than was made when Atlantic City had its greatest development).

Comfortable and luxurious Pullman and club cars are attached to express trains on both roads. From Philadelphia connections are made



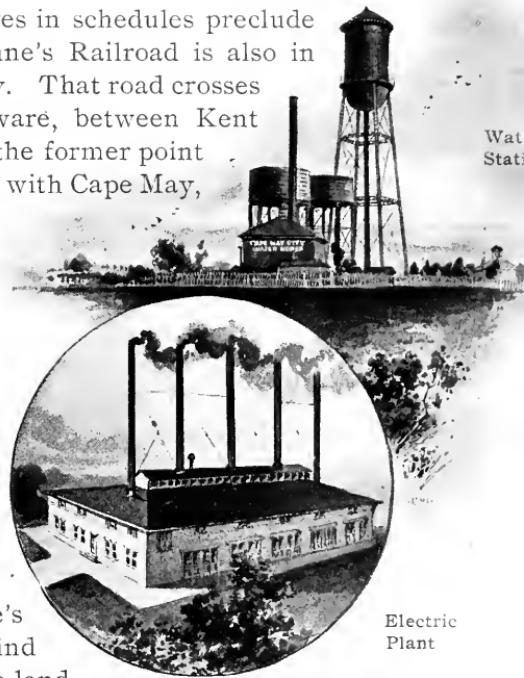
Sewerage Station

for all points. Addition of trains and changes in schedules preclude the insertion of time-cards. The Queen Anne's Railroad is also in hearty accord with the developers of Cape May. That road crosses the garden sections of Maryland and Delaware, between Kent Island and Lewes, having boat connection at the former point with Baltimore and points south and at Lewes with Cape May, and providing a very pleasant inexpensive outing from Baltimore, Washington, Norfolk, Richmond, and, in fact, all the Southern cities.

**To Cape May by Boat.**—The steamer "Cape May," plying between Philadelphia and Cape May Landing, offers an opportunity not to be missed for a most delightful trip of 100 miles down the Delaware River and Bay. The steamer has been thoroughly overhauled, and is now one of the very finest excursion boats afloat.

The shores of Pennsylvania, New Jersey and Delaware present pictures of Nature's most charming loveliness, and passengers find continuous delight in watching the panoramic landscape changes as the steamer glides swiftly through the water.

The "Cape May" leaves Chestnut Street wharf, Philadelphia, daily, from June 15 to Sept. 15, at 7.30 a.m., and returning leaves Cape May Landing at 3.15 p.m. There is ample time for a bath in Old Ocean before starting homeward.



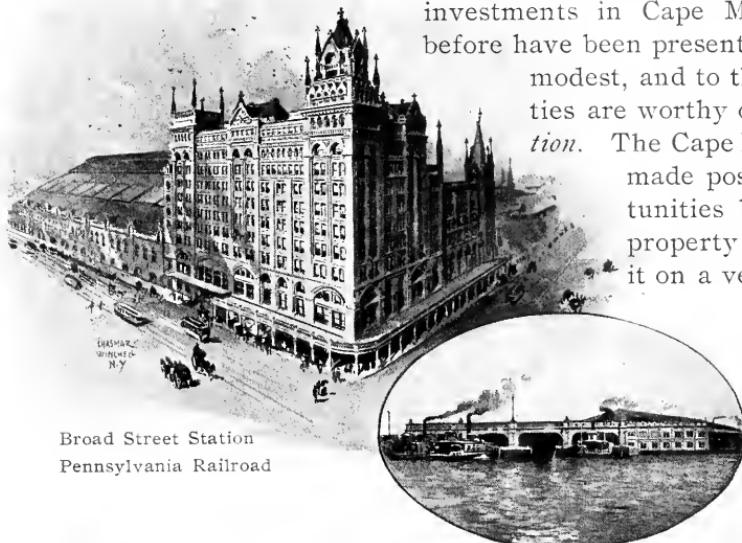
Electric  
Plant

There is direct trolley connection with Cape May, where the extensive operations of the Cape May Real Estate Company are under way. The steamer "Cape May" is a three-deck vessel, with a carrying capacity of 2,500.

An orchestra furnishes music for dancing, or accompanies soloists and choruses from among the passengers. There are amusements for old and young. First-class meals or lunches are served at very reasonable cost. The children thoroughly enjoy this outing, and, assuredly, there is none more pleasant, at so little expense, anywhere in the world.

**Investment Opportunities.**—Opportunities are offered for money-making investments in Cape May real estate such as never before have been presented to those whose incomes are modest, and to the wealthy. These opportunities are worthy of *careful and immediate attention*. The Cape May Real Estate Company has made possible these investment opportunities by securing splendidly located property along the ocean, and improving it on a very complete and liberal scale, necessitating the expenditure of over a million dollars before a lot was even offered for sale.

There are 7,500 building sites on the tract, varying in size from 50 x 150 feet



Broad Street Station  
Pennsylvania Railroad

Market Street Ferry

to 25 x 125 feet. Streets graded and sewered, granolithic pavements and curbing.

The preliminary work and location place these lots at an immense advantage on the market. Add to this the prominence of Cape May as the most delightful resort. The magnitude of the proposition appeals to every one.

Commercially interesting is the fact that within 300 miles of Cape May is twenty-five millions of the population of the United States, people who, in these days of rapid transit, are within a few hours of this favorite resort.

Land along the coast is limited in area. Choice locations are scarce; *Cape May is choicest of them all.*

It is a real estate axiom that *as properties become scarcer prices advance.* This is applicable here with the fullest force. Take your home city, or wherever you may turn, and note the rapid advance in real estate which, at the same time, has been earning for its owners rental returns of from ten to twenty per cent. annually. This is true with reference to good seaside resort properties also, and of resorts not possessing nearly so great natural and material advantages as Cape May.

Lots in Atlantic City that a few years ago sold for five thousand dollars have been sold recently for two to three hundred thousand dollars. Rental earnings



Reading Terminal

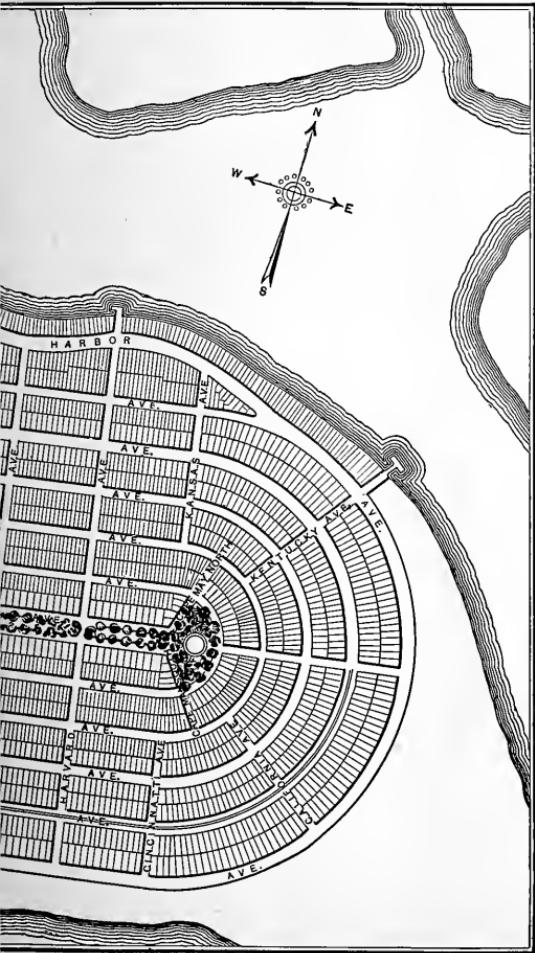
Chestnut Street Ferry

This plan is no dedication, and is subject to the further determination of the Cape May Real Estate Company, except as to the portion now recorded.

*H A R B O R*



A T L A N T I C O C E A N



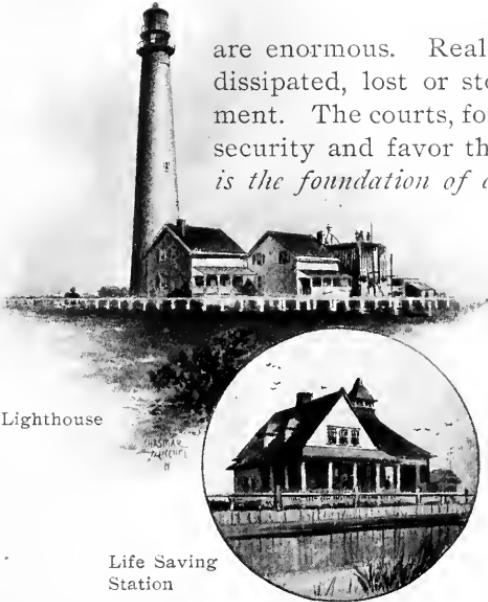
## Lots and Sizes

There are 7,500 lots on the accompanying plan. Location and sizes are as follows:

Avenues	Width	Size of Lots
Cape May Avenue . . . . .	200 feet	50 x 125 feet
Beach Avenue . . . . .	102 feet	50 x 150 feet
New Jersey Avenue . . . . .	90 feet	40 x 125 feet
New York Avenue . . . . .	70 feet	{ 40 x 125 feet 30 x 125 feet
Maryland Avenue . . . . .	60 feet	30 x 125 feet
Idaho Avenue . . . . .	60 feet	30 x 125 feet
Ohio Avenue . . . . .	'60 feet	30 x 125 feet
Virginia Avenue . . . . .	60 feet	{ 30 x 125 feet 25 x 125 feet
Illinois Avenue . . . . .	70 feet	30 x 125 feet
Pennsylvania Avenue . . . . .	90 feet	{ 40 x 125 feet 25 x 125 feet
Delaware Avenue . . . . .	60 feet	30 x 125 feet
Missouri Avenue . . . . .	60 feet	{ 30 x 125 feet 25 x 125 feet
Vermont Avenue . . . . .	60 feet	{ 30 x 125 feet 25 x 125 feet
Wisconsin Avenue . . . . .	60 feet	{ 30 x 125 feet 25 x 125 feet
Texas Avenue . . . . .	90 feet	30 x 125 feet
Michigan Avenue . . . . .	60 feet	25 x 125 feet
Indiana Avenue . . . . .	60 feet	25 x 125 feet
Massachusetts Avenue . . . . .	60 feet	25 x 125 feet
Washington Avenue . . . . .	60 feet	25 x 125 feet

Titles absolutely clear and perfect are guaranteed to every purchaser by a thoroughly responsible trust company.

A policy, insuring title, given free by the trust company, with every deed.



are enormous. Real estate is tangible, permanent. It cannot be dissipated, lost or stolen as may be done in other forms of investment. The courts, for instance, recognize this, and require real estate security and favor the investment of trust funds in *real estate, which is the foundation of all wealth.*

New Cape May starts with the hearty co-operation of the railroads. After years of experience in building up Atlantic City and other coast cities, the train time to Cape May will be less than it was when Atlantic City was started on its advancement.

Cape May has more desirable climatic conditions than other resorts. Its beach and bathing are not equaled anywhere in the world.

For the builder and the general investor here is a golden opportunity. Extra discounts are offered to first builders. The fact that experienced real estate men have now undertaken the development of Cape May means a whole lot—that nothing will be left undone for the making of *the most desirable of all seaside resorts.* This is not a revival of any former project here. This is virgin property, never before having been offered for sale in lot form. It is an entirely new business proposition. Modern methods are applied in this operation.

Within four years we have sold eighteen properties, aggregating 10,000 lots. Of those who were our original customers many invested over and over again as

we sold different properties, and invariably realized handsome profits. These experienced real estate dealers put their faith in our judgment. They and other purchasers learned that we kept our promises. And right here let us say without fear of contradiction, that *we have never sold a lot on which the purchaser has not been able to make a handsome profit.*

In all our real estate experience we have never opened a property to the public with such grand possibilities for enhanced values as this Cape May property possesses. The Cape May Real Estate Company offers as reference the Corn Exchange National Bank, Philadelphia, or the Colonial Trust Company, of Pittsburg, Pa. The owners of the Cape May property realize that first purchasers are the ones who always make a real estate enterprise a success, and they have decided, as is their usual custom, to offer an inducement to all who buy lots within reasonable time of the opening sale. Lots are comparatively similar in availability and layout, so that late comers cannot be shut out.

We do not sell to undesirable people, and reserve the right to cancel any contract, made by mail, if we find we have been imposed upon. The owners reserve the right at all times to change the price of lots and terms without notice. This arrangement is made in order that all may have the same opportunity to take advantage of the opening sale. *Those who are wise will take the hint.*

Lots can be bought by mail. If intending purchasers will leave the matter of selection to us we will give them the very best for their money,

Cape May  
Real Estate  
Company  
Philadelphia  
Office  
(adjoining  
Broad St.  
Station)



they to indicate whether they want an ocean front lot, a lake front, an inside or a corner lot. The prices of lots range from \$100, \$300, \$500, \$700, \$1,000 to \$5,000, according to location, size, etc.

Terms: 10 per cent. to be paid at time of purchase, balance weekly, monthly or quarterly, in advance. No interest first year. No taxes for three years. Discount of 10 per cent. when cash is paid within 30 days from purchase. All moneys must be paid at the company's office in person or by mail.

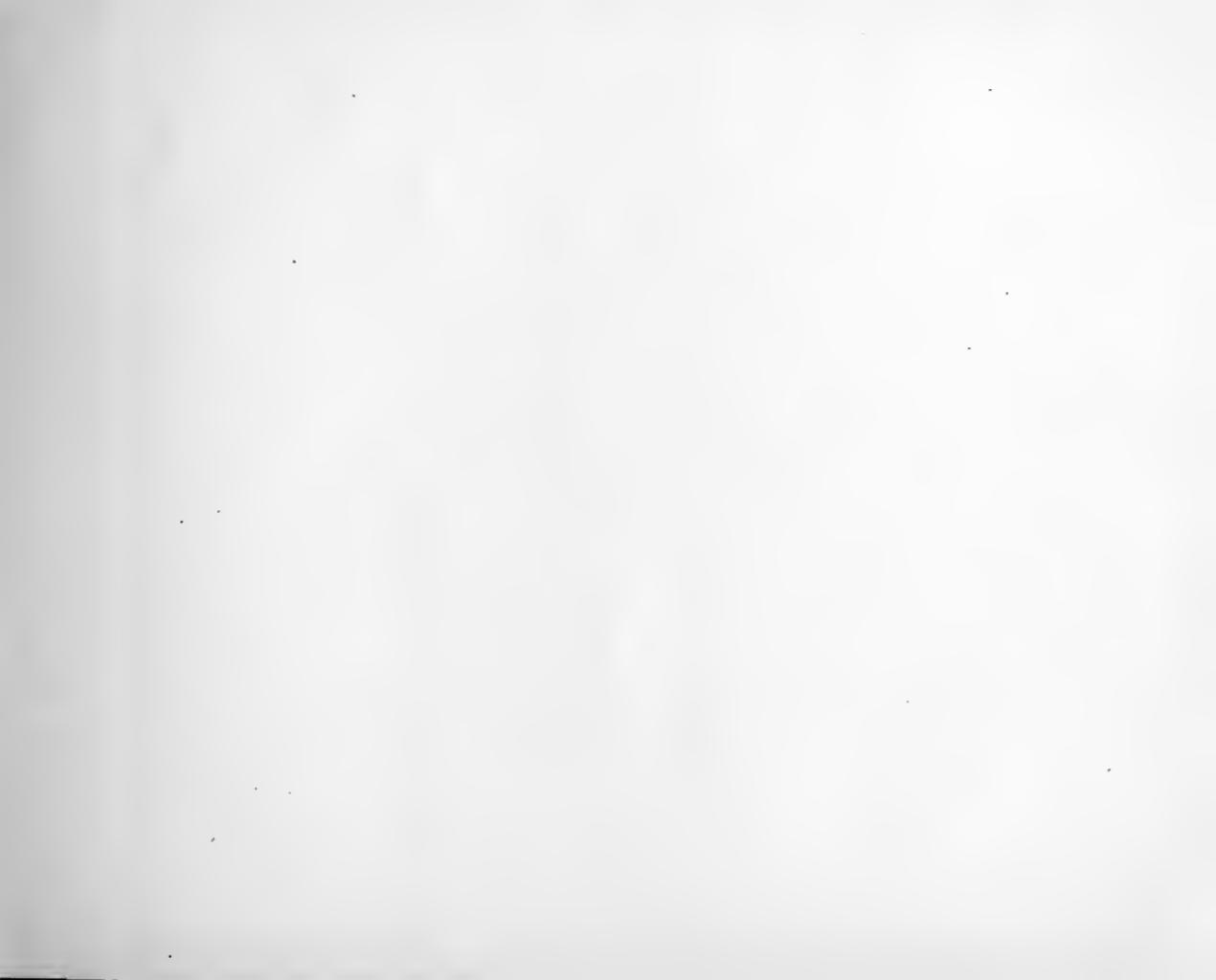
Titles to this property, absolutely clear and perfect, are guaranteed to every purchaser by one of the most responsible trust companies in the country. A policy, insuring title, given free by the Trust Company to every purchaser.

Prospective purchasers who will notify us of their intention to visit Cape May will be met at the train and escorted over the property. If they will communicate with us we will give complete instructions. A visit is recommended whenever possible.

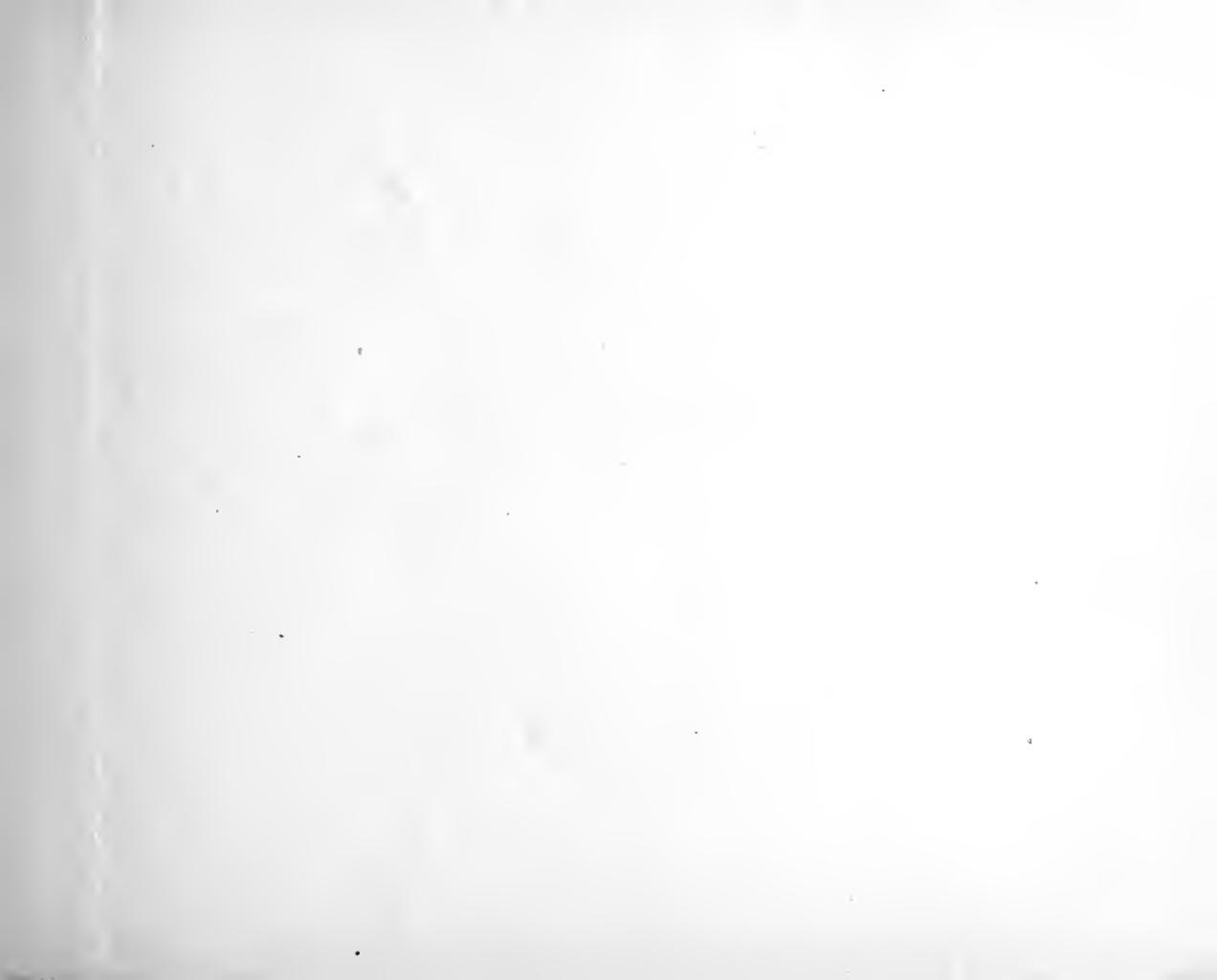
Regarding promised improvements, the owners agree to refund all moneys paid, with interest, if they do not carry out all they have agreed to, within a reasonable time, all of which will be fully set forth in the agreement of sale.

For detailed information as to size of lots, location, etc., apply or address Cape May Real Estate Company, Suite 101, Arcade Building (adjoining Broad Street Station), Philadelphia, Pa., or Cape May, N. J.

All roads now lead to Cape May. Get into the lead of the procession. To do so means to get to money-making. You may never again have such an investment opportunity presented. Don't let it get away from you.









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